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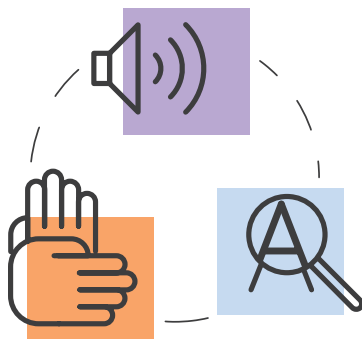
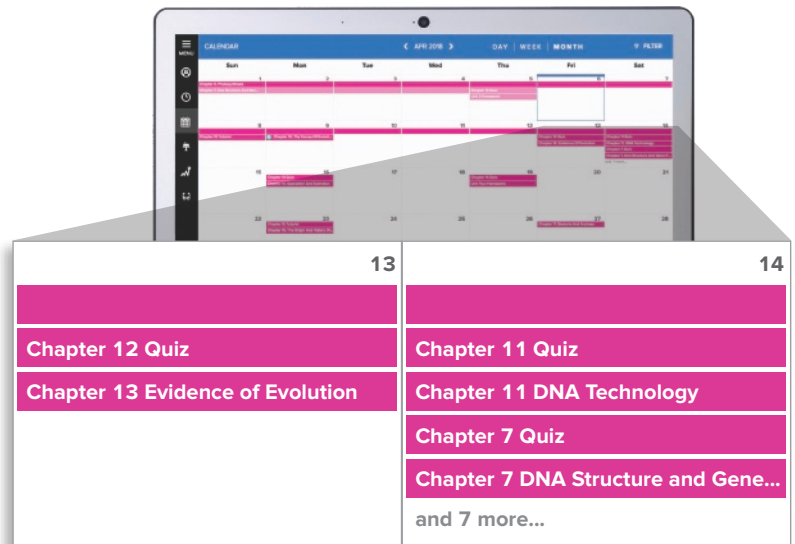
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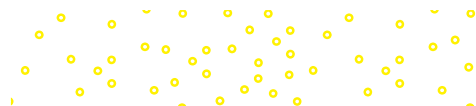
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WILLIAM HOYNES

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## EXPERIENCE SOCIOLOGY, FOURTH EDITION

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## DEDICATION

To all the dedicated instructors of introductory sociology courses and to the students who inspire them.

—DAVID CROTEAU

To Ben and Nick Hoynes, who have taught me more about sociology than they know.

—WILLIAM HOYNES

# About the AUTHORS



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In addition to various journal articles and book chapters on public broadcasting in the United States, Professor Hoynes is the author of *Public Television for Sale: Media, the Market, and the Public Sphere*, which was awarded the Goldsmith Book Prize from the Shorenstein Center on Media, Politics and Public Policy at Harvard University's John F. Kennedy School of Government.

**CROTEAU and HOYNES** are coauthors of *Media/Society*, which was published in a revised sixth edition in 2019; *The Business of Media: Corporate Media and the Public Interest*, which won the Robert Picard Award for best new book in media economics by the Association for Education in Journalism and Mass Communication; and *By Invitation Only: How the Media Limit Political Debate*. They are also coeditors, with Charlotte Ryan, of *Rhyming Hope and History: Activists, Academics, and Social Movement Scholarship*.



## Dear Colleagues

Now more than ever, we want to help a diverse range of students grasp the basic concepts of the discipline, see the relevance of those concepts to their everyday lives, and apply what they learn to the world around them. We want students to see the familiar in a new way and realize that sociology's tools can help them better understand their rapidly changing social world. In other words, we want students to see the world from a sociological perspective and to actively use their sociological imagination. We want them to experience sociology.

### What's unique about *Experience Sociology*?

**CULTURE. STRUCTURE. POWER.** *Experience Sociology* engages students with a clear framework for understanding their world based on three familiar terms at the heart of sociology: culture, structure, and power. Through the lenses of these three concepts, students learn from their first class to see the world from a sociological perspective and to grasp the significance of sociology for their own lives. For every topic in the book—from the family to the economy to the environment—they learn to recognize the effects of the culture they have been taught, see the structures that constrain or empower them, and notice how power operates at every level of society.

### How is theory covered?

Theory has a role in every chapter in *Experience Sociology*. We know how important it is for students not only to be able to apply concepts to their lives, but also to understand and be able to apply sociological theory. With its innovative organization around primary sociological concepts, *Experience Sociology* emphasizes the common ground that informs a basic sociological perspective. But every chapter also addresses the way differing theoretical perspectives illuminate various facets of these key sociological concepts, letting instructors and students go beyond conventional theoretical boundaries and the either-or framing of theoretical perspectives to see how each can contribute to our understanding of the social world.

### What's the full Experience?

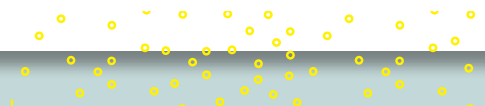
The fourth edition of *Experience Sociology* is much more than this text alone. Incorporating the work of many sociology instructors, it is instead a comprehensive instructional program that combines digital and print resources to promote student learning. Integrated with McGraw-Hill's Connect Sociology, including SmartBook's adaptive technology and learning resources, *Experience Sociology* helps you manage assignments and makes learning and studying more engaging and efficient for your students.

We wrote *Experience Sociology* because we want students to be able to experience their world differently through the insights of sociology. We hope these resources will help you in introducing your students to the excitement of sociology.

Sincerely,



David Croteau      William Hoynes





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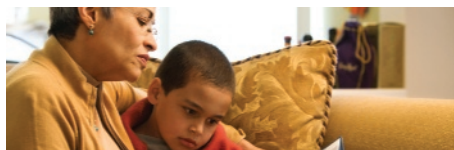
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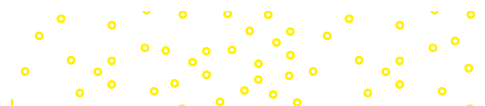
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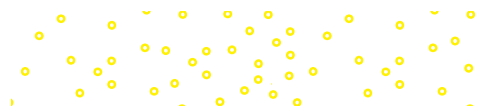
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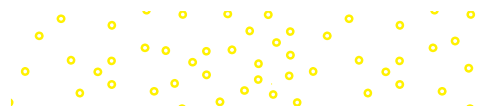
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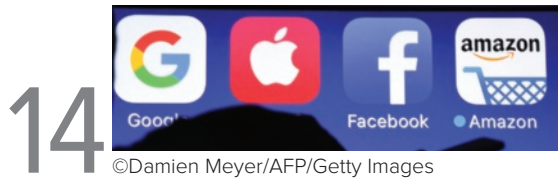
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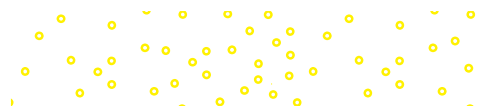
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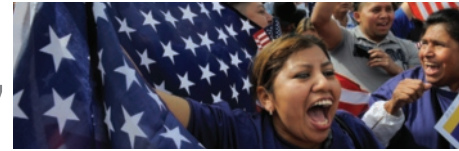
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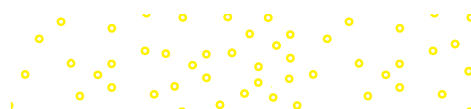
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# Give your students a clearer picture of their world

## WHY THE GLASSES?

We want students to see their familiar world in a clearer and deeper way.

*Experience Sociology*, Fourth Edition, uses the lenses of culture, structure, and power to encourage students to move beyond an individual perspective while developing their own sociological imagination.



How were you socialized into your society's **culture**?

How do agents of socialization reproduce social **structure**?

How does **power** shape your daily life and your sense of self?

Using the lenses of **CULTURE**, **STRUCTURE**, and **POWER**, *Experience Sociology* shows students the significance of sociology for their own lives.

**CULTURE**, **STRUCTURE**, and **POWER** help students explore sociological theory in ways that go beyond conventional theoretical boundaries.

**EXPERIENCE SOCIOLOGY** includes a variety of boxed features and in-text learning aids to help students appreciate the range of sociology's insights and their relevance to today's fast-changing social world, and to apply sociology's concepts and theories to their own lives.

## BOXED FEATURES



**Sociology in Action** boxes highlight the contributions of sociological research to public policy and to the efforts of public interest organizations, social movements, and others to effect social change.



**Sociology Works** boxes profile people who studied sociology in college and are now using sociology's insights in diverse work settings. These high-interest stories feature people working in fields such as health care, criminal justice, social work, labor unions, business, mass media, government, and the military.



**Through a Sociological Lens** boxes demonstrate how sociology can provide distinctive insights into contemporary social issues. Students can see how sociological research reveals information that can both surprise and empower them in their everyday lives.

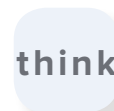


**Fast-Forward** boxes illuminate the ever-evolving nature of our social world. These brief, engaging features—illustrated with photographs, advertisements, or other images—show students how change has been a constant feature of social life.



**A Changing World** sections conclude each chapter with a look at the influence of changing social conditions on some aspect of the chapter topic. Examples include culture and globalization, increasing inequality in the United States, social structure and privacy, and convergence in gender and sexuality.

## IN-TEXT LEARNING AIDS



**Thinking About** notes help students connect chapter content to their own experience. These brief notes, found at the bottom of text pages, prompt students to consider how the three core concepts of **culture**, **structure**, and **power** apply to their own lives and views on issues, thus encouraging students to think sociologically.



**Core Concepts Challenge** questions encourage students to apply their sociological imagination to what they are learning. Appearing with selected figures, tables, and photographs, these questions prompt students to apply **culture**, **structure**, and **power** in thinking about an issue as well as to think critically about the graphic, table, or image.



**Spotlight** notes prompt students to consider social theories that are discussed within the text. These notes help students use the three concepts to apply theory to their own lives.

# Help Your Students Succeed with *Connect*

**McGraw-Hill Education Connect®** is an integrated educational platform that includes assignable and assessable quizzes, exercises, and interactive activities, all associated with learning objectives for *Experience Sociology*, Fourth Edition. Videos, interactive assessments, links to news articles about current issues with accompanying questions (“NewsFlash”), and scenario-based activities engage students and add real-world perspective to the introductory sociology course. In addition, printable, exportable reports show how well each student or section is performing on each course segment.

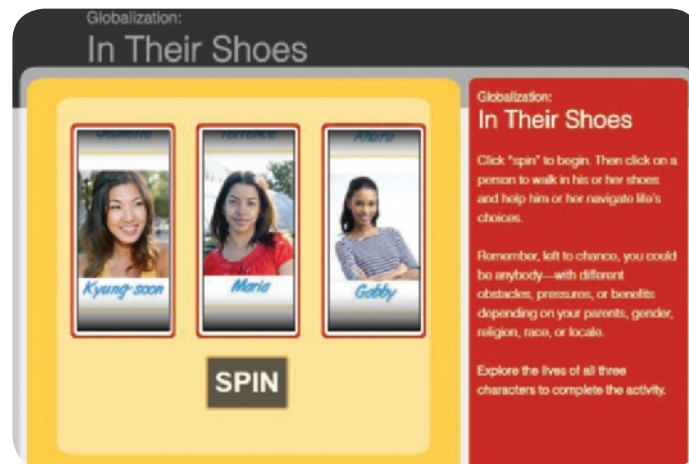
Here are some of the media-rich activities that will help your students succeed in the introductory sociology course:

**In Their Shoes.** In Their Shoes develops students’ sociological imagination by walking them through the situation, challenges, and crises in the character’s life. Covering topics such as “Deviance and Social Control,” “Racial and Ethnic Inequality,” and “Socialization and the Life Course,” these activities prompt students to explore and navigate life choices in another’s shoes.

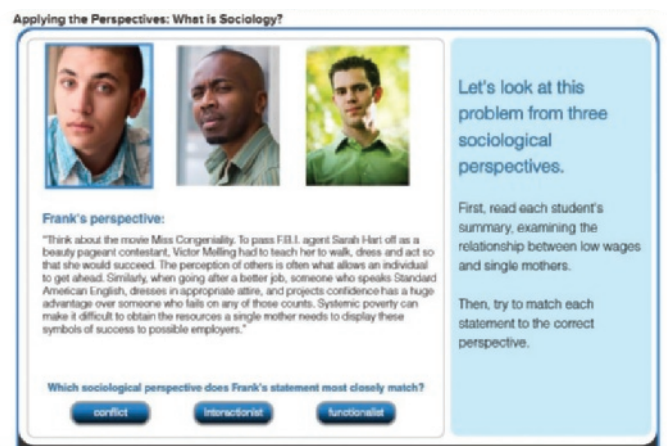
**Applying the Perspectives.** In Applying Their Perspectives, students examine a problem—global inequality, gender stratification, or family and intimate relationships—from three sociological perspectives and apply their critical-thinking skills to align theories with the appropriate perspective.

**Concept Clips.** Concept Clips are animations designed to engage students and walk them through some of the more complex concepts in the course. Each clip concludes with assessment questions to test student understanding. Topics include research variables, functions of religion, and power and authority.

Put students first with Connect’s intuitive mobile interface, which gives students and instructors flexible, convenient, anytime-anywhere access to all components of the Connect platform. It provides seamless integration of learning tools and places the most important priorities up front in a new “to-do” list with a calendar view across all Connect courses. Enjoy on-the-go access with the new mobile interface designed for optimal use of tablet functionality.



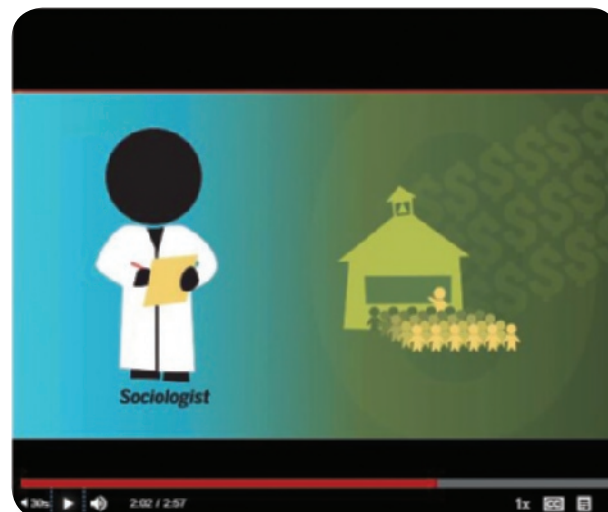
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## Concept Clip: Sociology as a Science

Watch the Concept Clip and then respond to the following questions.



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# Provide a Smarter Text and Better Value with *SmartBook*



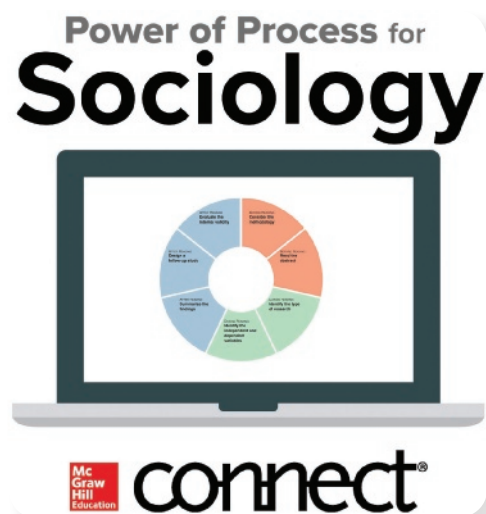
Available within Connect, **SmartBook** makes study time as productive and efficient as possible by identifying and closing knowledge gaps. SmartBook is powered by the proven LearnSmart® engine, which identifies what an individual student knows and doesn't know based on the student's confidence level, responses to questions, and other factors. It then provides focused help through targeted learning resources (including videos, animations, and other interactive activities).

SmartBook builds an optimal, personalized learning path for each student, so students spend less time on concepts they already understand and more time on those they don't. As a student engages with SmartBook, the reading experience continuously adapts by highlighting the most impactful content a student needs to learn at that moment in time. This ensures that every minute spent with SmartBook is returned to the student as the most value-added minute possible. The result? More confidence, better grades, and greater success.

**New to this edition**, SmartBook is now optimized for phones and tablets and accessible for students with disabilities using interactive features. Just like our new ebook and ReadAnywhere app, SmartBook is available both online and offline.

## Prepare Students for Higher-Level Thinking

Aimed at the higher level of Bloom's taxonomy, **Power of Process for Sociology** helps students improve critical thinking skills and allows instructors to assess these skills efficiently and effectively in an online environment. Available through Connect, preloaded readings are available for instructors to assign. Using a scaffolded framework that includes synthesizing and analyzing, Power of Process moves students toward higher-level thinking.



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# Access Performance Data Just in Time



**Connect Insight**<sup>®</sup> is Connect's one-of-a-kind visual analytics dashboard, now available for both instructors and students, that provides at-a-glance information regarding student performance, which is immediately actionable. By presenting assignment, assessment, and topical performance results, together with a time metric that is easily visible for aggregate or individual results, Connect Insight gives the user the ability to take a just-in-time approach to teaching and learning, which was never before available. Connect Insight presents data that empowers students and helps instructors improve class performance in a way that is efficient and effective.

## A Revision Informed by Student Data

Ever since students began using it, Connect Sociology's SmartBook for *Experience Sociology*, has been collecting anonymous data on students' performance on specific learning objectives. This aggregated data, displayed in the form of **heat maps**, graphically identifies challenging "hot spots" in the text, helping guide the revision of both core content and assessment activities for the Fourth Edition. This heat-map-directed revision is reflected primarily in Chapters 5, 14, and 16.

# Highlights of the Fourth Edition

The text has been refreshed throughout with references to recent scholarship, and figures, maps, and tables have been updated throughout with the most recent available data. Revisions in response to heat-map data are indicated by ✓.

## CHAPTER 1

- New chapter-opening vignette on bilingual education
- Clearer explanation of the concept of sociological theory
- Revised discussion of postmodern society, with updates reflecting current events, such as the Trump presidency and the global economy
- Significantly updated Sociology in Action box, “Working to Reduce Homelessness”

## CHAPTER 2

- New chapter-opening vignette on research into urban violence “hot spots”
- New data on voting rates in the 2016 election
- Revised discussion of qualitative research methods, utilizing new study on homeless young adults
- Revised discussion on explaining data, referencing new study on “tagging” ✓
- Up-to-date analysis of Pew Research Center’s 2017 American Trends Panel survey
- Revised discussions of focus groups and research utilizing existing sources, including new examples ✓
- Updated Sociology in Action box, “The U.S. Census Bureau,” addressing proposal to include citizenship question on 2020 questionnaire
- Updated Changing World feature, “Technology and Social Research,” discussing research into massively multiplayer online games

## CHAPTER 3

- Updated discussion of the means through which values change over time ✓
- New Map 3.1, “The 2016 Election: Red and Blue or Purple?”
- New example of attempts to preserve culture by revitalizing dying languages
- Updated Fast Forward feature, incorporating a new graphic antismoking ad
- Updated coverage of the criticisms of multiculturalism ✓

## CHAPTER 4

- Revised introduction to social structure, utilizing the aftermath of Hurricane Maria as an example ✓
- New example of parent-teacher conferences in discussion of conversation analysis

- Updated Through a Sociological Lens box on organizational structure and school violence
- Updated section “Globalization and the Structure of Work” to reflect current events ✓
- Updated Sociology in Action box featuring Ruth Milkman
- Updated discussion of mobile phones in Africa
- Revised Changing World section on loneliness and the changing structure of friendship ✓

## CHAPTER 5

- New chapter-opening vignette on the power struggle between the movement for gun control and the National Rifle Association
- Expanded discussions of feminist approach to understanding power and intersectionality ✓
- Revised discussion of class in capitalist systems ✓
- Rewritten Fast Forward feature, “Social Change and Class Segregation” ✓
- New Sociology Works box, “Leveraging Power for Economic Justice”
- New Changing World feature, “Algorithms and the Power of Tech Companies” ✓

## CHAPTER 6

- Updated chapter-opening vignette on Melanie Matchett Wood and the gender gap in mathematics
- Revised discussion of “media” as an agent of socialization ✓
- Updated discussion of adolescence and adulthood ✓
- New information in epigenetics section ✓

## CHAPTER 7

- Discussion of the Thomas Theorem revised for clarity ✓
- Discussion of the partisan divide as an example of an in-group/out-group dynamic
- Revised section on social network analysis ✓
- Revised and updated discussion of networks and groups in the digital age
- Updated and revised “A Changing World” section on privacy and social media

## CHAPTER 8

- Updated material on the impact of contact with the police on middle school students

- Significantly rewritten section on “Surveillance and Social Control in the Digital Age,” addressing current topics such as digital tracking on Facebook and through GPS, the use of “scraping” to link data about online and offline activities, the 2018 revelations regarding Cambridge Analytica’s use of Facebook data, government use of digital surveillance, and recent discussions regarding privacy concerns ✓
- New figure, “Personal Data Likely Collected and Stored about You (a partial list)”
- Updated data on crime rates, incarceration rates, and capital punishment in the United States
- New coverage of the popularity and impact of “deviant leisure” ✓

## CHAPTER 9

- Updated statistics on social classes in the United States
- Updated data and new figure on the distribution of income and wealth in the United States
- Updated list of occupations with the largest projected job growth
- Revised Through a Sociological Lens box on growing inequality among African Americans
- Comprehensively revised and updated discussion of the relationship between class and education ✓
- Updated discussion of U.S. poverty rates, including new statistics ✓
- Revised and updated discussion of wages, labor laws, and labor union decline, including a new figure ✓

## CHAPTER 10

- New chapter-opening vignette on the Trump presidency and race relations in the United States
- Updated data on racial and ethnic diversity in the U.S. population
- Updated data on the foreign-born population in the United States
- Revised discussion of unauthorized immigration ✓
- Revised and updated coverage of racial and ethnic inequality today ✓
- Expanded discussion of implicit bias
- Significantly revised section on multiracial and multi-ethnic identities

## CHAPTER 11

- Updated data on gender stratification in leadership positions in the United States, college graduation rates by gender, and women in the workforce
- New coverage of #MeToo movement

- Updated coverage of human trafficking and globalization
- Updated coverage of same-sex relationships, including new map, “Sexual Orientation Laws around the World”

## CHAPTER 12

- New chapter-opening vignette on a minister who left his religion
- Updated data on marriage and cohabitation rates, the average age of first marriage, and the U.S. divorce rate
- Revised discussion of unmarried and single parents ✓
- New figure, “U.S. Fertility Rate (Total Births Per Woman)”
- Updated data on the religious composition of the United States
- Updated discussion of secularism in the United States

## CHAPTER 13

- Updated data on global literacy rates, educational attainment and median income, graduation rates, and college cost and student debt
- Revised discussion of the effects of cultural capital ✓
- Updated discussion of the increasing segregation of U.S. schools ✓
- Updated coverage of standardized testing, including new map, “Common Core in the United States”
- Updated discussions of charter schools, online learning, for-profit colleges, and cyberbullying
- New coverage of 2018 teacher strikes in various states
- Updated coverage of emotional labor in the U.S. workplace
- Updated discussions of outsourcing, the sharing economy, and precarious work

## CHAPTER 14

- New chapter-opening vignette on the data Facebook gathers from its users
- Significant revisions for clarity throughout, including new organizational structure, clearer and more logical headings, and new figures and tables ✓
- New figures include “Daily Time Spent with Select Media by Generation,” “Racial and Ethnic Representation on Prime-Time Broadcast TV Networks by Season,” “Digital Divide: U.S. Adults Who Do Not Use the Internet, 2018,” and “Global Internet Usage, 2018” ✓
- New tables include “Types of Media and Their Usual Characteristics” and “Select Media-Related Companies by Revenue, 2017” ✓
- Updated discussion of college students’ credit card debt

- Expanded and updated coverage of product integration and stealth advertising ✓
- Significantly revised and updated Changing World section, “Targeting Consumers in the Digital Age” ✓

## CHAPTER 15

- Clarifying revisions made to the sections on nomadic life and rural life
- New material on the “urban renaissance”
- Updated material in the sections on suburban and rural life ✓
- Updated material on environmental threats

## CHAPTER 16

- New chapter-opening vignette on filling low-paid teaching jobs with foreign workers
- Clarified explanation of what sociologists mean when they use the terms *politics* and *power* ✓
- Updated coverage of the Democracy Index, including updated map and discussion of falling ratings worldwide
- Updated and clarified explanation of the “spiral of silence,” including discussion of its relation to the 2016 presidential election ✓

- New section, “Cultural Values and Political Ideologies” ✓
- Updated coverage of campaign contributions to the 2016 presidential election
- New coverage of 2017 tax cut, including new figure “Average Annual Federal Tax Savings by Income Group, 2017 Tax Cuts and Job Act”
- New material on the effects of cynicism and alienation on a democracy ✓
- Updated coverage of U.S. military spending and military engagements around the world
- New Through a Sociological Lens box on what motivated people to vote for Trump
- New “A Changing World” section on populism ✓

## CHAPTER 17

- New data on world population structures and international migration
- Updated coverage of changing U.S. demographics, including the effects of immigration and an aging population
- New material on the documented decline in internet freedom



# Teaching and Learning with *Experience Sociology*

## TEACHING RESOURCES

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**Instructor's Manual.** The Instructor's Manual includes detailed chapter outlines and chapter summaries, learning objectives, a chapter-by-chapter bulleted list of new content, key terms, essay questions, and critical-thinking questions.

**PowerPoint Slides.** The PowerPoint Slides include bulleted lecture points, figures, and maps. They can be used as is or modified to meet the instructor's individual needs. Now WCAG compliant.

**Test Bank.** The Test Bank includes multiple-choice, true-false, and essay questions for every chapter. TestGen software allows the instructor to create customized exams using either publisher-supplied test items or the instructor's own questions.

**Guide to Connect Resources.** The Guide details the resources available to instructors in Connect and correlates them with chapter-by-chapter content.

These instructor resources can be accessed through the Library tab in Connect.



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# ACKNOWLEDGMENTS

Writing and revising *Experience Sociology* has been an ongoing journey for us, a journey we could not have undertaken without the support of many people along the way. We would like to thank Sherith Pankratz, our initial editor at McGraw-Hill, for encouraging us to begin the project in the first place. And thanks to the many folks at McGraw-Hill Education who have helped us complete this Fourth Edition.

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## ACADEMIC REVIEWERS

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Michelle Blake, University of Evansville  
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Christine Borden-King, Minot State University  
Karyn Boutin, Massasoit Community College  
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Judith Brake, Ozarks Technical Community College  
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Farrah Cambrice, Prairie View A&M University

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Andrew Cho, Tacoma Community College  
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Bridget Christensen, Southeast Community College  
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Rodney Clayton, Central Community College—Hastings  
Susan Cody, Georgia Perimeter College—Dunwoody  
Charles Combs, Sinclair Community College  
Ida Cook, University of Central Florida  
Lisa Coole, Massasoit Community College  
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- Isaac W. Eberstein, Florida State University
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- Sherwood Edwards, College of Dupage
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- Richard Ellefritz, Oklahoma State University–Oklahoma City
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- Graves Enck, University of Memphis
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- Kathryn Feltey, University of Akron
- Catherine Felton, Central Piedmont Community College
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- Richard Fey, Arizona State University
- Lauralee Finley, Florida Atlantic University
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- Murray Fortner, Tarrant County College Northeast
- Tony Foster, Lone Star College–Kingwood
- John Gannon, College of Southern Nevada–North Las Vegas
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- David Gay, University of Central Florida
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- Sergio Gomez, Chaffey College
- Natasha Gouge, Cape Fear Community College
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- Sara Grineski, University of Texas at El Paso
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- Dennis Johnson, Craven Community College
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Denise Shuster, Owens Community  
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Mike Sickels, Winthrop University

Edward Silva, El Paso Community  
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# 1

## Sociology in a Changing World

### Looking AHEAD

How can sociology and the sociological perspective help us understand society and our place in it?

How can three of sociology's core concepts—culture, structure, and power—and its diverse theories help us understand ourselves and our world?

How can sociology, which emerged in a period of revolutionary change, help us understand our own rapidly changing world?

